

Message Text

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E.O. 11652: N/A

TAGS: BFOL, TW

SUBJECT: FOLLOW-UP INVESTMENT OPPORTUNITY: THE BIG
THREE NUTRIMENT ENTERPRISE COMPANY, LTD.

REF: USDOC 05859, 4/16/75

1. INFORMATION CONTAINED IN REFTEL HAS BEEN PASSED ON
TO MR. GEORGE K. S. CHANG OF THE BIG THREE NUTRIMENT
ENTERPRISE COMPANY, LTD., MR. CHANG INFORMED THE EMBASSY THAT
MR. S.Y. CHEN, THE COMPANY'S BOARD CHAIRMAN, WOULD MEET
MR. J. J. DEBELLA OF SWIFT & COMPANY UPON HIS ARRIVAL IN
TAIPEI ON MAY 5.

2. MR. CHANG SUGGESTS THAT A CONCRETE PROPOSAL, PLUS
TECHNICAL INFORMATION FOR BUILDING AN INTERGRADED MARGARINE
AND SHORTENING PRODUCTION SYSTEM, BE AVAILABLE AT THE TIME
OF THE FORTHCOMING DISCUSSIONS. PARTICULARLY HIGH QUALITY
AND EFFICIENT PACKAGING OPERATION SHOULD BE INCLUDED IN
THE PROJECTED SYSTEM. EXIM FINANCING FOR PURCHASE OF
EQUIPMENT WILL ENHANCE THE POSSIBILITY OF CONCLUDING
AN AGREEMENT. SOME EUROPEAN AND JAPANESE FIRMS STILL
POSE KEEN COMPETITION. HOWEVER, THE EMBASSY WILL DO
THE BEST TO HELP U.S. FIRM WIN THIS PROJECT.
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